

**Monthly Account
Performance Report
1 Aug 2020 — 31 Aug 2020**

Truth and Beauty

819-162-2398

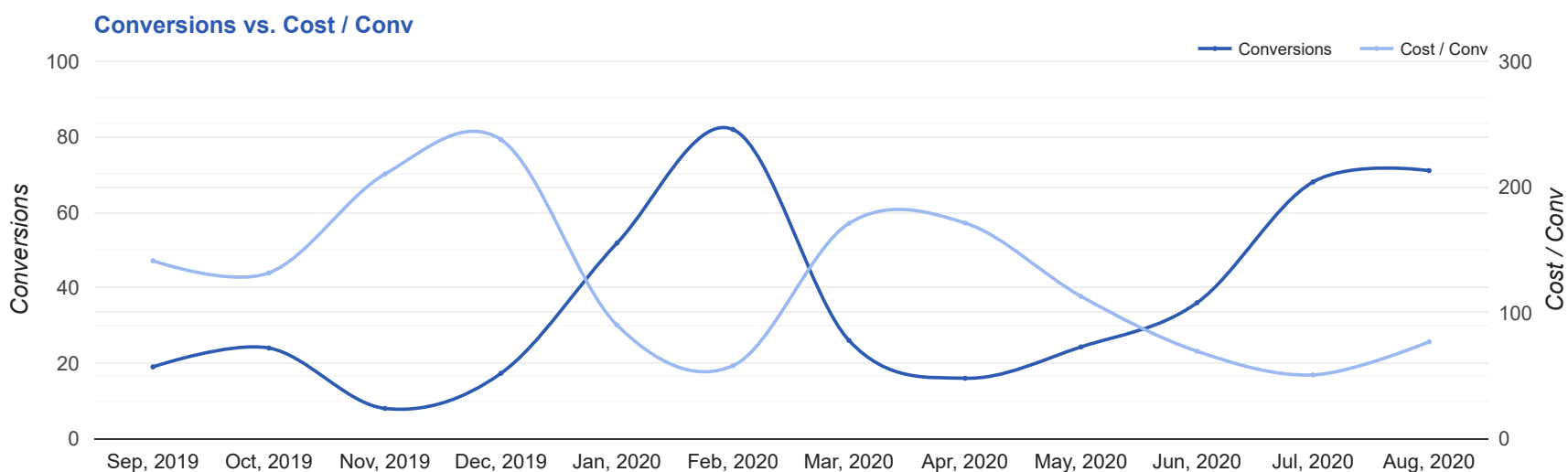
Key Performance Indicators (KPIs)

| | | | |
|---------|------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$5,460 | 71 | 4.45% | \$76.91 |
| ↑ 59% | ↑ 4% | ↓ 27% | ↑ 52% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|-----------------|--------------|---------------------|-----------------|----------------|---------|-----------|----------------|------------------|----------------------|
| 1 Jul 2020 — 31 Jul 2020 | 14,676 | 1,119 | \$3,442.57 | \$3.08 | 7.62% | - | 68 | 6.08% | \$50.63 | 40.59% |
| 1 Aug 2020 — 31 Aug 2020 | 25,508 | 1,594 | \$5,460.35 | \$3.43 | 6.25% | - | 71 | 4.45% | \$76.91 | 35.84% |
| Change | 10,832 ↑ 74% | 475 ↑ 42% | \$2,017.78 ↑ 59% | \$0.35 ↑ 11% | 1.37% ↓ 18% | -- | 3 ↑ 4% | 1.63% ↓ 27% | \$26.28 ↑ 52% | 4.75% ↓ 12% |

Performance by Month - 1 Sep 2019 — 31 Aug 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|----------------|---------------|--------------------|---------------|--------------|----------|--------------|--------------|----------------|---------------|
| | | | | | | | | | | IMPR SHARE |
| Sep '19 | 12,344 | 769 | \$2,690.03 | \$3.50 | 6.23% | - | 19 | 2.47% | \$141.36 | 46.44% |
| Oct '19 | 11,299 | 824 | \$3,158.19 | \$3.83 | 7.29% | - | 24 | 2.91% | \$131.76 | 42.47% |
| Nov '19 | 5,465 | 382 | \$1,682.29 | \$4.40 | 6.99% | - | 8 | 2.09% | \$210.29 | 45.09% |
| Dec '19 | 9,630 | 618 | \$4,103.86 | \$6.64 | 6.42% | - | 17.3 | 2.79% | \$237.63 | 41.69% |
| Jan '20 | 24,315 | 1,264 | \$4,672.76 | \$3.70 | 5.2% | - | 51.8 | 4.1% | \$90.21 | 43.06% |
| Feb '20 | 22,818 | 1,265 | \$4,750.98 | \$3.76 | 5.54% | - | 81.9 | 6.48% | \$57.99 | 45.2% |
| Mar '20 | 16,698 | 992 | \$4,448.66 | \$4.48 | 5.94% | - | 26 | 2.62% | \$171.10 | 45.73% |
| Apr '20 | 9,414 | 594 | \$2,742.09 | \$4.62 | 6.31% | - | 16 | 2.69% | \$171.38 | 41.65% |
| May '20 | 11,168 | 766 | \$2,744.78 | \$3.58 | 6.86% | - | 24.3 | 3.17% | \$113.09 | 40.77% |
| Jun '20 | 9,764 | 674 | \$2,500.64 | \$3.71 | 6.9% | - | 36 | 5.34% | \$69.46 | 43.11% |
| Jul '20 | 14,676 | 1,119 | \$3,442.57 | \$3.08 | 7.62% | - | 68 | 6.08% | \$50.63 | 40.59% |
| Aug '20 | 25,508 | 1,594 | \$5,460.35 | \$3.43 | 6.25% | - | 71 | 4.45% | \$76.91 | 35.84% |
| Total | 173,099 | 10,861 | \$42,397.20 | \$3.90 | 6.27% | - | 443.3 | 4.08% | \$95.65 | 42.03% |

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta laser resurfacing | 5,993 | 374 | \$749.13 | \$2.00 | 6.24% | - | 22 | 5.88% | \$34.05 | 26.63% |
| search beta rhinoplasty | 7,711 | 318 | \$1,996.55 | \$6.28 | 4.12% | - | 20 | 6.29% | \$99.83 | 32.55% |
| search beta emsulpt | 3,203 | 187 | \$1,223.86 | \$6.54 | 5.84% | - | 10 | 5.35% | \$122.39 | 40.47% |
| search beta ultherapy | 3,075 | 300 | \$736.09 | \$2.45 | 9.76% | - | 9 | 3% | \$81.79 | 64.83% |
| search beta microneedling | 3,621 | 289 | \$501.94 | \$1.74 | 7.98% | - | 7 | 2.42% | \$71.71 | 43.7% |
| search beta dermaplaning | 1,905 | 126 | \$252.78 | \$2.01 | 6.61% | - | 3 | 2.38% | \$84.26 | 45.23% |

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

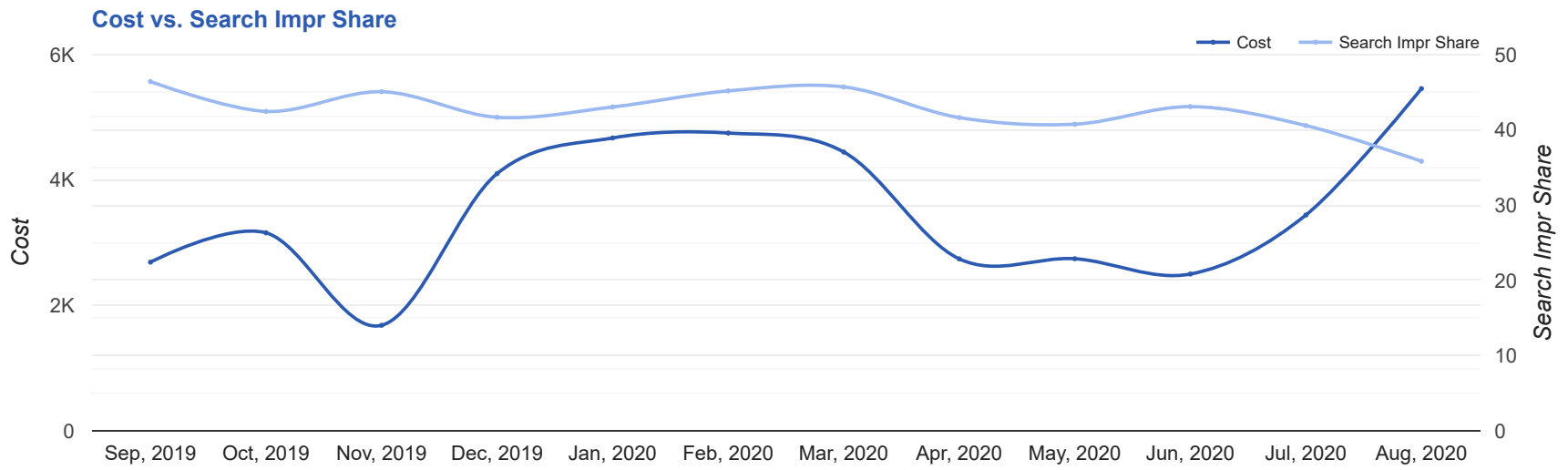
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|------------|---------|--------|---------|------|-----------|-------------|
| {Keyword:Laser Skin Treatment in NY} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing www.truthandbeautyspa.com/ --/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion | 5,013 | 315 | \$612.11 | \$1.94 | 6.28% | - | 12.3 | 3.91% | \$49.64 |
| Rhinoplasty Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS www.truthandbeautyspa.com/ --/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo | 5,454 | 230 | \$1,395.35 | \$6.07 | 4.22% | - | 10.1 | 4.40% | \$137.74 |
| {Keyword:Best Ultherapy Roslyn Heights} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.truthandbeautyspa.com/ --/ -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics. | 2,542 | 265 | \$644.14 | \$2.43 | 10.42% | - | 8 | 3.02% | \$80.52 |
| Rhinoplasty Long Island - Top Long Island Surgeon - Dr. Thomas Romo MD FACS www.truthandbeautyspa.com/ Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo | 1,298 | 58 | \$356.27 | \$6.14 | 4.47% | - | 7.4 | 12.67% | \$48.47 |
| {Keyword:Truth + Beauty Spa Emsculpting} - Transform Your Physique Today - #1 Provider in Long Island www.truthandbeautyspa.com/ --/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles | 1,166 | 76 | \$616.25 | \$8.11 | 6.52% | - | 7 | 9.21% | \$88.04 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

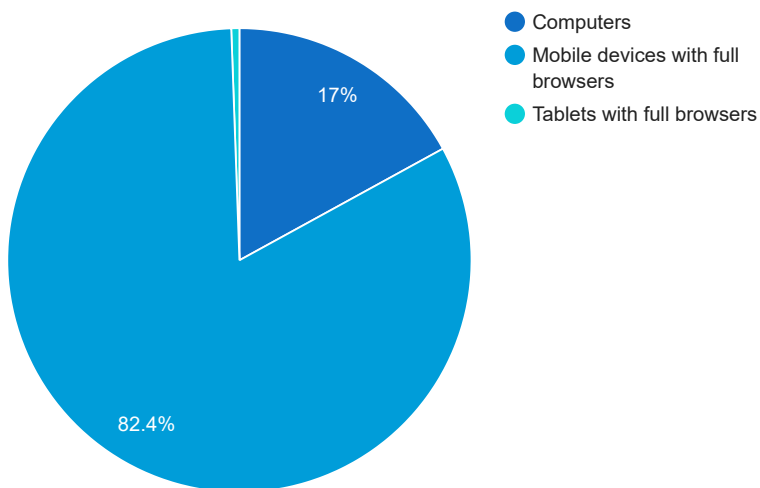
Budget Coverage



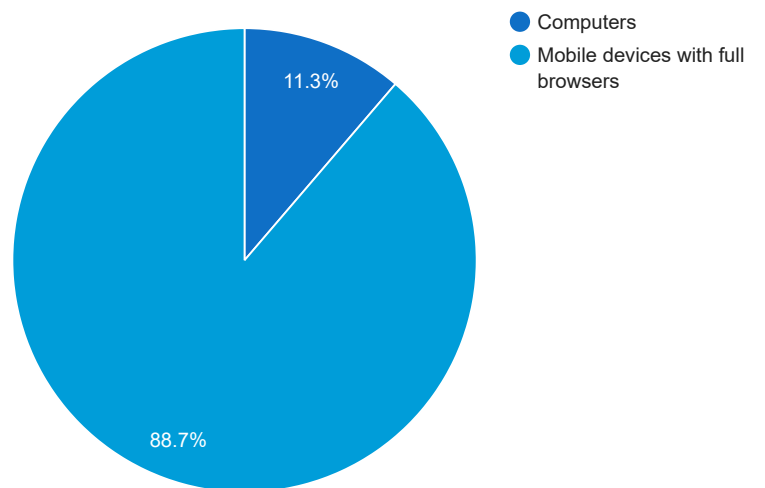
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Sep, 2019 | 2,690.03 | 46.44 |
| Oct, 2019 | 3,158.19 | 42.47 |
| Nov, 2019 | 1,682.29 | 45.09 |
| Dec, 2019 | 4,103.86 | 41.69 |
| Jan, 2020 | 4,672.76 | 43.06 |
| Feb, 2020 | 4,750.98 | 45.20 |
| Mar, 2020 | 4,448.66 | 45.73 |
| Apr, 2020 | 2,742.09 | 41.65 |
| May, 2020 | 2,744.78 | 40.77 |
| Jun, 2020 | 2,500.64 | 43.11 |
| Jul, 2020 | 3,442.57 | 40.59 |
| Aug, 2020 | 5,460.35 | 35.84 |

Cost and Conversions by Device

Cost



Conversions



| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Mobile devices with full browsers | 20,460 | 1,345 | \$4,500.43 | \$3.35 | 6.57% | - | 63 | 4.68% | \$71.44 |
| Computers | 4,510 | 227 | \$929.22 | \$4.09 | 5.03% | - | 8 | 3.52% | \$116.15 |
| Tablets with full browsers | 538 | 22 | \$30.70 | \$1.40 | 4.09% | - | 0 | 0% | \$0.00 |

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



| NETWORK | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---------------|--------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Google search | 25,508 | 1,594 | \$5,460.35 | \$3.43 | 6.25% | - | 71 | 4.45% | \$76.91 |

Conversion Types - 1 Aug 2020 — 31 Aug 2020

| CONVERSION TYPE | CONV |
|-----------------------------------|------|
| Form Submission | 32 |
| Phone Call | 20 |
| Mobile Calls (Truth + Beauty) | 9 |
| Book Now General (Truth + Beauty) | 5 |
| Calls From Ads | 3 |
| Schedule Link (Truth + Beauty) | 2 |
| Local actions - Directions | 0 |
| Local actions - Other engagements | 0 |
| Local actions - Website visits | 0 |
| Clicks to call | 0 |

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for